


A new initiative to communicate what USAID does through story-telling

USAID Launches “Telling Our Story”

Entrepreneur Triples Sales with Training

USAID training helps woman to earn enough money to send her three sons to school




"I didn't know how to manage a business — I needed to learn business management to succeed. Before, I simply dyed cloth and sold it. I used the money from the sales for my personal needs, to buy shoes or something for the kids, and then I didn't always have enough money to invest back into my business. I learned that I needed to separate the funds...I learned that you can't run a business that way. I learned these basic management skills through the training."

Djeinabou Kante
Small Business Owner

Djeinabou Kante produces beautifully dyed cloth in the traditional methods of her family in Conakry, Guinea. She produced small amounts of the cloth until USAID funded her training in money management at University of Abidjan in Côte d'Ivoire 11 years ago. Since then, she has found more export markets, tripled her business, and hired more employees. The profits of her business have enabled her to send her three sons to school.

For more information, please visit www.usaid.gov.

USAID United States Agency for International Development
www.usaid.gov



First Person

Goals

- To improve how USAID communicates by putting a human face on our work.
- To create a story-telling culture & develop a network of story-tellers.
- To build a bank of standardized success stories in ready-to-use formats sustained by the on-going contributions by missions.

Mission Benefits

- A simple approach to communicating and sharing best practices.
- A way to upgrade each missions' documentation system and improve writing and photography techniques.
- A tool for producing a series of ready-to-use standardized communications products.
- A searchable bank of success stories.

First Person Success Story Format

Telling Our Story Tools

The Bureau for Legislative Public Affairs has developed online tools for producing success stories based on simple formats. The formats include: *Success Story*, *Case Study*, *First Person*, *Photo & Caption*, and *Before & After*.

The Telling Our Story tools are as easy to use as e-mail - enter your story for a format based on a simple step-by-step method and submit.

Missions are invited to contribute to a growing database of success stories using these tools. Please visit stories.usaid.gov to send us your stories.

Telling Our Story Workshops

The Telling Our Story Workshop is part of a global effort to change the way USAID communicates.

A Telling Our Story field representative may be available to conduct workshops at your mission requiring only a few concentrated hours of time from staff.

The Telling Our Story field representative will provide story-telling techniques and demonstrate how to utilize the Telling Our Story tools to produce success stories with impact.

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